



Hail to the New! Farewell to the Old!

The new Ovington building is being prepared and discounts of 10% to 50% are now offered at the old shop.

"THE Gift Shop of Fifth Avenue" will be at 32nd Street for but a short time.

Then, it will blossom out in its new building at 39th Street and Fifth Avenue.

The new building will mark the beginning of a new era in the history of the shop. The new home will be more spacious, but the wares will be the same distinctive wares for which Ovington's has always been known.

During the period of preparation, some rather unusual purchasing opportunities mark our farewell to our old building.

We will move nothing of our present stock to our new home, preferring to mark our move uptown by presenting to our old patrons their chance to purchase all Ovington wares at attractive discounts from the usual fair prices.

So from now to the day we move everything at Ovington's is subject to discounts of 10%—20%—30%—40% and 50% lower.

It is hardly necessary to add that everything shown is of Ovington quality.



OVINGTON'S

"The Gift Shop of Fifth Avenue"

312-314 Fifth Avenue

Near 32nd Street

1921 CORSETS 1921

KOP SERVICE FOR ALL FIGURES TWELVE MODELS \$13.95 to \$19.95

WONDERLIFT FOR ALL FIGURES NINE MODELS \$6.95 to \$15.95

SELF-REDUCING FOR STOUT FIGURES TWENTY TWO MODELS \$5.95 to \$9.95

DIAPHRAM-REDUCING FOUR MODELS \$9.95 to \$13.95

The CIRCLER

NEMO HYGIENIC-FASHION INSTITUTE 120 E. 16th ST. NEW YORK

1848

1921



"Take this pair of Bloomers —for instance—"

"They've been washed several times and look as fresh and lustrous as the day I made them."

"I wear my loveliest lingerie every day because Skinner's All-Silk Satin stands the hardest kind of strain—seems as though you just can't wear it out."

Skinner's All-Silk Satin

(36 inches wide)

For sport skirts and blouses, for petticoats and afternoon frocks, there is nothing more attractive than Skinner's All-Silk Satin. Ninety different shades. If your favorite store hasn't the shade you want, they can quickly get it for you.

WILLIAM SKINNER & SONS

Also makers of Skinner's Pure Dye, Tintex and Skinner's Lining, famous for wearing quality.

NEW YORK CHICAGO ESTABLISHED 1848

BOSTON CINCINNATI MILWAUKEE ST. LOUIS ST. PAUL

"LOOK FOR THE NAME IN THE SELVAGE"

SPRING SALE OF QUALITY FURNITURE AT LENNON'S LOW PRICES



Tea Cart (above) solid Mahog. \$34.75 any or American Walnut.
Mahogany Secretary with 4-Drawer base \$50.00
Mahogany 2-Door Bookcase with lattice doors \$48.00
Overstuffed Easy Chair, Mo-hair or Tapestry \$60.00
10-piece solid Mahogany Dining Room Suite \$400.00
9-piece Egg Shell enameled Bedroom Suite, full \$475.00
Vanity.....

LENNON & COMPANY
17-19 West 37th Street
near 5th Avenue (Since 1906)
Formerly on 23d St.

FRECKLES

Now Is the Time to Get Rid of These Ugly Spots

There's no longer the slightest need of feeling ashamed of your freckles, as Othine—double strength—is guaranteed to remove these homely spots.

Simply get an ounce of Othine—double strength—from any drug-gist and apply a little of it night and morning and you should soon see that even the worst freckles have begun to disappear, while the lighter ones have vanished entirely. It is seldom that more than an ounce is needed to completely clear the skin and gain a beautiful clear complexion.

Be sure to ask for the double strength Othine as this is sold under guarantee of money back if it fails to remove freckles.

PermanentWave'16

(Half of head) Or \$1.00 Per Curl By famous C. F. Therapeutic Steaming Process. Highly beneficial to the hair. Testimonials for your reference.

Care of Prematurely Gray Hair Special face treatment. Send for booklet.

CHARLES & RUTH FREY
Hair and Skin Specialists
11 E. 41st St., at 5th Av.
Telephone 3384 Murray Hill.

A Garden Full of Gladioli for \$2.00

The Gladiolus is one of the most satisfactory flowers grown and there is no reason why every family cannot enjoy this grand flower—it is as easy to grow as the potato.

Bloom from July to frost if you plant a few bulbs each month from April to July.

For TWO DOLLARS we will send 50 Bulbs of our Grand Prize Mixture, which covers every conceivable shade in the Gladiolus kingdom.

Each year we sell thousands of these bulbs and have received numerous testimonials as to their merits.

ORDER YOUR BULBS NOW so as to have them to plant when you begin making your garden.

Simple cultural directions in package.

Mail this advertisement, or present at our store, with Check, Money Order, Cash or Stamps, and secure this splendid collection, sent prepaid to any point in the U.S. east of the Mississippi. For points West and Canada add 25c—(\$2.25).

Our 1921 Spring Seed Annual sent on request.
Shupp & Walter Co. 30-32 Barclay St., New York City

FORSYTHIE TAILORED WAISTS



Student Blouse and Blouse of Youth
Two Blouses and One Blouse that Reflect Youthful Excellence.
Write for booklet.
50 West 49th St.
Tel. Bryant 6426, New York City.

REDUCE Easily, Naturally Be Slender!

Three Slices of Basy Bread a day. Help reduce your weight in a natural way.

Your friends must have told you about Basy Bread, now a recognized standard weight reducing ration. Basy Bread is not a medicine or drug, but a wholesome and delicious food—scientifically prepared.

There is no unpleasant dieting—no irksome exercises, in the Basy Bread course. Legions have reported remarkable reductions in weight with gains in strength and health.

You will be very much interested in the Basy Bread booklet, which gives reliable information on obesity and how to reduce. Write for your copy to-day. Sent in sealed, plain cover, postage prepaid.

Doctors' Essential Foods Co., Orange, N. J.
Gentlemen:—
I have used fifteen loaves of Basy Bread and reduced twenty pounds. I feel splendid. Please tell me how to remain at my present weight.
C. C. Z., Oswego, N. Y.

DOCTORS' ESSENTIAL FOODS CO.
21 Oakwood Ave. Orange, New Jersey



Permanent Waves
First we wash your hair. Then we put in the permanent waves by steam. Work by Monsieur Thomas, of Paris.
\$25 all over head.
\$1 per curl.
Chase-a-Gray de France used to restore gray hair to beautiful chestnut color. Sent \$1.15 postpaid. Applications \$3 and up.
Francis 6 West 37th Street

Youthful Beauty Restored
Look Twenty Years Younger through Madame Scott Method. Removes freckles, lines, blemishes. Restores youthful contour and facial beauty.
Write for booklet.
Mme. Maye 50 West 49th St. Tel. Bryant 6426, New York City.

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60 West 45th St., New York
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